

# **Tobacco Disparities Conference Call Notes**

## **June 25, 2005**

### **11:00-Noon**

#### ***Present:***

Adams: Karen Potts  
Asotin: Diane Rousseau, Kelly Jorgensen  
Benton Franklin: Chelan Douglas: Darcee  
Anderson (Marilyn sent email)  
Clallam:  
Clark: Jamie Zentner  
Columbia: Vickie Hodgson  
Cowlitz: Jennie Bergman  
Garfield: Lisa Dixon  
Grant: Alana Tebow  
Grays Harbor: Keith Zang  
Island: Sandy Aikins  
Jefferson:  
King: Annette Anquoe, Mary Dzieweczynski,  
Brandie Flood, Anita Kim, Amber Talbert  
(ACS) Yvette Avilon (ALA)

Kitsap: Karen Boysen-Knapp  
Kittitas: Sarah Bedsaul  
Lewis: Sonia Ferguson  
Lincoln: Danita Ginkovich  
Mason: Ben Johnson  
NE Tri: Angie Jones  
Okanogan: Lauri Jones, Patty  
Pierce: Terry LeRud  
San Juan:  
Skagit:  
Snohomish: Eloise Gray, B.J. Martinas  
Spokane: Maggie Merrill  
Thurston: Patricia Coloma, Linda Kramer  
Wahkiakum: Walla Walla: Susann Bassham  
Whitman: Tammy Cochrane  
Yakima: Celisa Hopkins, Susan Martin  
DOH: Dave Harrelson, Julie Thompson,  
Paul Davis

#### ***DOH Updates***

- **RFQQ** – The RFQQ process for the disparities contractors ended yesterday. The five organizations currently under contract will continue for two and potentially four years.
- **TDAC** – The Tobacco Disparities Advisory Committee has met twice. The membership can be found at [www.doh.wa.tobacco/disparities/disparity.htm](http://www.doh.wa.tobacco/disparities/disparity.htm).
- Based on BRFSS data (plus data generated from the LGBTQ question added to BRFSS) and an oversampling in African American, Asian Pacific Islander, Latino and Native American communities, TPC will soon have greater information available on various underserved populations (racial, ethnic and low SES). The BRFSS data is posted on the TPC website ([www.doh.wa.gov/tobacco](http://www.doh.wa.gov/tobacco)) then click on “assessment and evaluation.” Data from the oversample is still being analyzed. BRFSS data is also being analyzed to identify smoking status in low SES populations. Fact sheets summarizing this data will also be available in a few months.
- The TPC materials clearinghouse has two new, youth-focused, prevention posters available. They were created by the Puyallup Tribe through funding from the American Legacy Foundation. The NW Portland Area Indian Health Board is creating two youth tobacco prevention posters, focused on maintaining tradition, and a series of newspaper ads on SHS for tribal newsletters (based on parents/grandparents protecting their kids. The posters will be available in the Fall from the clearinghouse. NPAIHB will be working with tribes to develop campaigns to using these posters.
- Posters developed by Public Health SeaKing in various languages should be ready by Sept. The posters are in Russian, Cambodian, Vietnamese, Korean, Spanish and highlight the dangerous chemicals found in cigarettes and that they are poorly regulated by the government.
- TPC has looked at the data and identified populations where smoking rates have not dropped. TPC staff have begun exploring strategies to address these issues. One example is that next year, funds used to pay for TV ads promoting the Quitline, may be used for grassroots/guerilla marketing targeting populations with high smoking rates. Initial discussions have focused promoting the Quitline to low income families. TPC staff are doing more data analysis before finalizing a decision and developing strategies. Choosing this cross-cutting population would necessitate the development of unique materials and approaches appropriate to specific audiences. More later.

- In SFY 2006, the American Cancer Society (Speak Out!) and the American Lung Association likely will be working with the NW Portland Area Indian Health Board to translate Speak Out! and TATU for use in Native communities. Materials may be available by Spring 2006.
- The Implementation Advisory Committee (IAC) is meeting June 2 in Spokane. One topic for discussion will be the relationship between the disparities contractors and county and ESD contractors. To date, the expectations regarding collaboration have not been clearly stated by TPC. Input will be sought so contractors are clearer about this relationship.
- The NW Portland Area Indian Health Board is sponsoring its National Native Tobacco Conference August 21-22 in Portland, OR. <http://www.tobacco prevention.net/index.html>
- Eloise Gray (Snohomish Health District), Deborah Parker (Tulalip Tribe), and Dave Harrelson will present to WSALPHO on June 2 in Spokane. They will share the story about the difficult journey they traveled to create a positive, collaborative working relationship between the Snohomish Health District and tribal tobacco programs, and the impact this collaboration has had on the health district and the tribe.
- Responses to comments & questions:
  - TPC will rely heavily on input from the diverse communities funded by TPC when the program is producing printed materials for the clearinghouse. However, all materials must be considered and approved by the TPC Clearinghouse Materials Committee before they can be added for distribution.
  - It is TPC's expectation that county and ESD contractors cannot "walk away" from serving the communities served by the disparities contractors simply because these contractors have their own funds. TPC expects that local resources to be leveraged between groups to achieve maximum impact. This relationship requires conversation and negotiation to ensure funds are addressing disparities and that roles and responsibilities are clear. This relationship will be discussed at IAC on June 2.

### ***Disparity Contractor Updates***

#### **Verbena**

Has produced a CD of LGBT tobacco resources for all TPC contractors. They will be mailed to all contractors soon. Verbena offered their assistance to obtain and use the materials. They are working with GMMB to produce palm cards (one for gay/bi men and one for lesbian/bi women) that will be distributed at PRIDE and other community events. Verbena is funding Community Action Projects (CAP) in King, and Pierce counties, and working with the Clearinghouse Materials Committee to add LGBT materials to the clearinghouse. They worked with Sea-King staff to provide BTIS training to providers serving LGBT patients/clients. Offered to help other contractors do this in other counties.

#### **Seattle Indian Health Board**

Also worked with GMMB to create a wrist band with a promotional card attached for the 18-29 Quitline campaign. Will distribute at Spirit Walk in King County and in Spokane through the Native Project. Creating a brochure and website on their tobacco prevention efforts. Funding performances by Red Eagle Soaring theatre group in King County and a youth leadership camp for Eastern WA kids.

#### **African American**

Presented on Cross Cultural Leadership Institute at the National Tobacco Prevention and Control Conference. Supporting Tobacco Monologue performance in Oak Harbor (Boys and Girls Club) and other counties in the state. Working with churches in Pierce County to pilot a faith-based cessation program/tool kit. Also working with GMMB on the 18-29 year old Quitline promotion.

#### **Asian Pacific Islander**

Attended national tobacco conference. Presented on their Hip Hop Event and Rally. Providing mini-grants to community organizations. Having a year-end celebration in July. Restructuring their youth involvement work. Planning a youth leadership institute.

## Latino

Sponsoring the first Latino Tobacco Summit in SeaTac on June 8-9. Maxine Hayes, state health officer, will speak on addressing health disparities.

### Local Updates

- Contractors wanting to distribute the 18-29 year old Quitline promotional materials developed for the five disparities communities should contact the appropriate disparities contractor or Julie Thompson ([juliet.thompson@doh.wa.gov](mailto:juliet.thompson@doh.wa.gov))
- **Pierce County's** Cross Cultural Collaborative is sponsoring a conference on address tobacco-related health disparities titled: ***Saving Lives: Protecting our Communities from Tobacco*** September 19 and 20, 2005 Museum of Glass in Tacoma. A Youth Event on September 17 - location TBA. Please contact [terud@tpchd.org](mailto:terud@tpchd.org) or call at 253-798-4727.
- **Thurston County** – Working with APICAT (API Coalition Against Tobacco), the local health dept and the STEPS project to form a cross cultural coalition and conduct community assessments. They have identified five priority populations. They are beginning with an assessment of the Hawaiian community, then planning activities based on the data.
- **Chelan-Douglas** - presented to six migrant parent groups on how tobacco industry is targeting Latino youth through local migrant family advocacy program; sponsored Student Leadership Camp for over 60 migrant Hispanic high school students, which included a tobacco track. Approximately a dozen of the teens are now involved in advocacy, and just recorded anti-tobacco ads of their own creation, in English and Spanish, which are currently being aired on our local radio stations; Chelan International Club hosted a Cinco de Mayo celebration for students, staff and families. Their club president, a junior, developed a Power Point presentation on the history of Cinco de Mayo, and wove into the presentation a media-literacy message using material from *Medios y Remedios* from the New Mexico Media Literacy Project. He and a couple of his fellow students are interested in going deeper with the material, possibly as a senior project.

### Next conference call:

- **Will be in September 21<sup>st</sup> from 11:00-noon**
- Will continue to be one hour long, but less reporting from DOH and the disparities contractors and create more of an opportunity for TPC to gather input and for contractors to share ideas.